

2008 Insert Rates

2008 INSERT RATES (gross)

Pages	1X	6X	13X	26X	52X	104X
Two	14,775	14,024	13,327	12,629	11,967	11,224
Four	17,131	16,275	15,463	14,647	13,837	13,028
Six	18,845	17,903	17,008	15,499	14,632	14,323
Eight	19,868	18,874	17,908	16,973	16,027	15,082
Twelve	25,778	24,489	23,282	22,061	20,837	19,612

Postcard Inserts

Postcards must be accompanied by a Half Page ad unit (35") or larger. See Display Rate Card.

Single or Double Postcard \$4,770

Insert Requirements

To ensure inserts meet the publication's mechanical requirements and postal regulations, samples on the specified paper stock must be submitted to the Production Department. Contact your Sales Representative or Production Manager at (212)210.0153 for specific mechanical requirements.

*Rates based on inserts 6" x 8" to 8 1/2" x 11". For larger or smaller inserts, contact the Advertising Department for rates and mechanical requirements.